

LIST OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56

ATTY. DOCKET NO.
DEM1P002

SERIAL NO.
09/742,472

APPLICANT

VALENTINE

FILING DATE
12/20/00

GROUP
2161

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
AB	AA	6,697,824	02/24/04	Bowman-Amuah			
AB	AB	6,202,070	03/13/01	Nguyen et al.			
AB	AC	5,694,551	12/02/97	Doyle et al.			

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

AB	BA	Scherage, Dan, "You Do the Math," Chain Store Age, v76, n7, July 2000.						
	BB	"Gymboree Enhances Price Management," Retail Systems Alert, Volume 13, Number 6, June 2000.						
AB	BC	Binkley, James K.; Connor, John M., "Grocery Market Pricing and the New Competitive Environment." Journal of Retailing, v74, n2, Summer 1998.						

EXAMINER

Daniel L. Greene

DATE CONSIDERED

7/6/05

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Received
4/2/2001
JES

Form 1449 (Modified)	Atty Docket No. DEM1P002	Application No. 09/742,472
Information Disclosure Statement By Applicant	Applicant: VALENTINE et al.	
(Use Several Sheets if Necessary)	Filing Date 12/20/00	Group 2122

Examiner Initial	No.	Patent No.	Date	Patentee	Class	Sub- class	Filing Date
	A						
	B						
	C						
	D						
	E						
	F						
	G						
	H						
	I						

Foreign Patent or Published Foreign Patent Application

Examiner Initial	No.	Document No.	Publication Date	Country or Patent Office	Class	Sub- class	Translation	
							Yes	No
	J							
	K							
	L							
	M							
	N							

Other Documents

Examiner Initial	No.	Author, Title, Date, Place (e.g. Journal) of Publication
JES	O	Stephen J. Hoch et al., "Store Brands and Category Management", The Wharton School, University of Pennsylvania, March 1998, pp. 1-38
	P	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", The Wharton School, University of Pennsylvania, Working Paper 98-009, pp. 1-48
	Q	Alan Mercer, "Non-linear Price Effects", Journal of the Market Research Society, dated 7/1/96, p. 227
	R	Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase, and Interstore Sales Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28
	S	Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G122-G132
	T	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238
JES	U	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108

AB	V	Eileen Bridges et al., "A High-Tech Product Market Share Model with Customer Expectations" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81
	W	Richard R. Batsell, et al., "A New Class of Market Share Models", Marketing Science, Vol. 4, No. 3, Summer 1985, pp. 177-198
	X	Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product Category Sales", Marketing Science, Vol. 11, No. 3, Summer 1992, pp. 207-220
	Y	Robert J. Dolan, "How Do You Know When the Price Is Right?", Harvard Business Review, September-October 1995, pp. 5-11
	Z	Fusun Gonul, "Modeling Multiple Sources of Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues", Marketing Science, Vol. 12, No. 3, Summer 1993, pp. 213-229
	AA	Robert M. Schindler et al., "Increased Consumer Sales Response through Use of 99-Ending Prices", Journal of Retailing, 6/1/96, p. 187
	BB	Francis J. Mulhern et al., "The Relationship between Retail Price Promotions and Regular Price Purchases", Journal of Marketing, Vol. 59, October 1995, pp. 83-90
	CC	John Deighton et al., "The Effects of Advertising on Brand Switching and Repeat Purchasing", Journal of Marketing Research, Vol. XXXI, February 1994, pp. 28-43
	DD	Sunil Gupta, "Reflections on 'Impact of Sales Promotions on When, What, and How Much to Buy'", Journal of Marketing Research, Vol. XXX, November 1993, pp. 522-24
	EE	Richard A. Briesch, "Does It Matter How Price Promotions Are Operationalized?", Marketing Letters 8:2 (1997), pp. 167-181
	FF	Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing", Journal of Business & Economic Statistics, July 1995, Vol. 13, No. 3
	GG	William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59
	HH	Stephen J. Hoch et al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp. 17-29
	II	Magid M. Abraham et al., "An Implemented System for Improving Promotion Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No. 3, Summer 1993
AB	JJ	Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of Marketing Research, Vol. XXXIII (November 1996), pp. 442-452
Examiner <i>Daniel A. Greene</i>		Date Considered <i>5/16/05</i>

Examiner: Initial citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



Patent Application

Attorney Docket No. DEM1P002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Patent Application of: **Valentine et al.**

Serial No. : 09/742,472

Art Unit: 2122

Filed: December 20, 2000

Examiner: Unknown

For: **IMPUTED VARIABLE GENERATOR**

RECEIVED
SEP 06 2001
Technology Center 2100

Box: Patent Application
Hon. Assistant Commissioner for Patents
Washington, D.C. 20231

Certificate of Mail by Express Mail
under 37 CFR § 1.10

August 31, 2001

EXPRESS MAIL LABEL NO.: EK797900803US

Date of Deposit: August 31, 2001

Dear Sirs:

I hereby certify that this paper, and the enclosed Information Disclosure Statement form – list of documents and six (6) cited documents are being deposited with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 CFR § 1.10 on the date indicated above and is addressed to Box: PATENT APPLICATION, Assistant Commissioner for Patents, Washington, D.C. 20231.

Jim Karpel

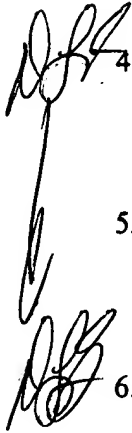
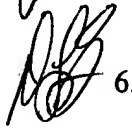
INFORMATION DISCLOSURE STATEMENT FILED

UNDER 37 C.F.R. §§ 1.56 AND 1.97(b)

Pursuant to 37 C.F.R. § 1.56, Applicants bring the following documents to the Examiner's attention in the referenced application.

1. "Report of Novelty Search" by Patentec, dated July 25, 2001.
2. U.S. Patent Number 6,205,431 to T. Willemain et al. entitled "SYSTEM AND METHOD FOR FORECASTING INTERMITTENT DEMAND."
3. U.S. Patent Number 5,459,656 to R. Fields et al. entitled "BUSINESS METHOD

PROJECTION SYSTEM AND METHOD.”

-  4. U.S. Patent Number 5,299,115 to R. Fields et al. entitled “PRODUCT DEMAND SYSTEM AND METHOD.”
5. U.S. Patent Number 5,799,286 to J. Morgan et al. entitled “AUTOMATED ACTIVITY-BASED MANAGEMENT SYSTEM.”
-  6. U.S. Patent Number 5,732,401 to D. Conway entitled “ACTIVITY BASED COST TRACKING SYSTEMS.”

Citation of the above documents shall not be construed as an admission that the documents are necessarily prior art with respect to the referenced application. Furthermore, citation of the above documents shall not be construed as a representation that a search has been made or an admission that the information cited herein is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

Applicants believe this paper is submitted before the mailing date of a first office action of the referenced patent application in accordance with 37 C.F.R. § 1.97(b); therefore, no fee is believed to be required.

 8/16/05

03-12-01

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Attorney Docket No. DEM1P002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Patent Application of: **Valentine et al.**

Serial No. : 09/742,472

Art Unit: Unknown

Filed: **December 20, 2000**

Examiner: Unknown

For: **IMPUTED VARIABLE GENERATOR**

Box: Non-Fee Amendment
Hon. Assistant Commissioner for Patents
Washington, D.C. 20231

Certificate of Mail by Express Mail
under 37 CFR § 1.10

March 9, 2001

EXPRESS MAIL LABEL NO.: **EK797900896US**
Date of Deposit: March 9, 2001

Dear Sirs:

I hereby certify that this paper, and the enclosed Information Disclosure Statement form – list of documents and eighteen (18) cited documents, and return postcard are being deposited with the U.S. Postal Service “Express Mail Post Office to Addressee” service under 37 CFR § 1.10 on the date indicated above and is addressed to Box: NON-FEE AMENDMENT, Assistant Commissioner for Patents, Washington, D.C. 20231.



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UNDER 37 C.F.R. §§ 1.56 AND 1.97(b)

Pursuant to 37 C.F.R. § 1.56, Applicants bring the following documents to the Examiner’s attention in the referenced application.



“Report of Novelty Search” by Patentec, dated Feb 9, 2001.

U.S. Patent Number 6,094,641 to K. Ouimet et al. entitled “METHOD FOR INCORPORATING PSYCHOLOGICAL EFFECTS INTO DEMAND MODELS.”



U.S. Patent Number 6,078,893 to K. Ouimet et al. entitled "METHOD FOR STABILIZED TUNING OF DEMAND MODELS."



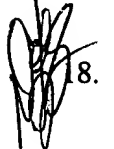
4. U.S. Patent Number 5,987,425 to Hartman et al. entitled "VARIABLE MARGIN PRICING SYSTEM."
5. U.S. Patent Number 5,878,400 to Carter, III entitled "METHOD AND APPARATUS FOR PRICING PRODUCTS IN MULTI-LEVEL PRODUCT AND ORGANIZATIONAL GROUPS."
6. U.S. Patent Number 5,873,069 to Reuhl et al. entitled "SYSTEM AND METHOD FOR AUTOMATIC UPDATING AND DISPLAY OF RETAIL PRICES."
7. U.S. Patent Number 5,822,736 to Hartman et al. entitled "VARIABLE MARGIN PRICING SYSTEM."
8. U.S. Patent Number 5,377,095 to Maeda et al. entitled "MERCHANDISE ANALYSIS SYSTEM WITH SALES DATA TABLE AND VARIOUS FUNCTIONS FOR PREDICTING THE SALE BY ITEM."
9. U.S. Patent Number 5,117,354 to Long et al. entitled "AUTOMATED SYSTEM FOR PRICING AND ORDERING CUSTOM MANUFACTURED PARTS."



U.S. Patent Number 6,032,125 to Ando et al. entitled "DEMAND FORECASTING METHOD, DEMAND FORECASTING SYSTEM, AND RECORDING MEDIUM."



11. U.S. Patent Number 6,009,407 to Garg entitled "INTEGRATED MARKETING AND OPERATIONS DECISIONS-MAKING UNDER MULTI-BRAND COMPETITION."
12. U.S. Patent Number 5,712,985 to Lee et al. entitled "SYSTEM AND METHOD FOR ESTIMATING BUSINESS DEMAND BASED ON BUSINESS INFLUENCES."
13. U.S. Patent Number 6,125,355 to Bekaert et al. entitled "PRICING MODULE FOR FINANCIAL ADVISORY SYSTEM."
14. U.S. Patent Number 6,032,123 to Jameson entitled "METHOD AND APPARATUS FOR ALLOCATING, COSTING, AND PRICING ORGANIZATIONAL RESOURCES."
15. U.S. Patent Number 6,029,139 to Cunningham et al. entitled "METHOD AND APPARATUS FOR OPTIMIZING PROMOTIONAL SALE OF PRODUCTS BASED UPON HISTORICAL DATA."
16. U.S. Patent Number 5,918,209 to Campbell et al. entitled "METHOD AND SYSTEM FOR DETERMINING MARGINAL VALUES FOR USE IN A REVENUE MANAGEMENT SYSTEM."
17. U.S. Patent Number 5,249,120 to Foley entitled "AUTOMATED MANUFACTURING COSTING SYSTEM AND METHOD."
18. U.S. Patent Number 5,063, 506 to Brockwell et al. entitled "COST OPTIMIZATION SYSTEM FOR SUPPLYING PARTS."



U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.
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SERIAL NO. 09742472

LIST OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56

APPLICANT

VALENTINE

FILED DATE
12/20/00

GROUP 2101

U.S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
1088	BA WO 98/53415	11/26/1998	Quimet et al.				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

DBA	"PCT International Search Report", Application Number PCT/US02/36710, mailed July 21, 2003.
DBB	YOEMAN, JOHN CORNELIUS JR., "The Optimal Offering Price for Underwritten Securities", 1993, Volume 55/01-A of Dissertation Abstracts International, Page 4743 (Abstract Only).

EXAMINER

DATE CONSIDERED

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

ATTY. DOCKET NO.
DEM1P002

SERIAL NO. 09/742,472

**LIST OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56**

APPLICANT

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FILING DATE

12/20/00

GROUP

2161

U.S. PATENT DOCUMENTS

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FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

CA	"PCT International Search Report", Application Number PCT/US02/14977, mailed May 5, 2003.
CB	DYER, ROBERT F. et al., "Case Studies in Marketing Decisions Using Expert Choice," Decision Support Software, 1988, Pages 2-7, 73-108.

EXAMINEE

DATE CONSIDERED

8/18/65

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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56 FEB 10 2004	ATTY. DOCKET NO. DEM1P002	SERIAL NO. 09/742,472
	APPLICANT VALENTINE	
	FILING DATE 12/20/00	GROUP 2161

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	6,456,986	09/24/2002	Boardman et al.			
	6,134,534	10/17/2000	Walker et al.			

FOREIGN PATENT DOCUMENTS

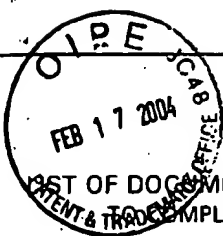
	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
						YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	CA	"PCT International Search Report", Application Number PCT/US03/30488, mailed January 28, 2004.

EXAMINER 	DATE CONSIDERED
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U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.
DEM1P002SERIAL NO.
09/742,472

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VALENTINE

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2161

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>AB</i>	AA	6,397,193	05/28/2002	Walker et al.			
	AB	6,341,268	01/22/2002	Walker et al.			
	AC	6,052,686	04/18/2000	Fernandez et al.			
	AD	5,933,813	08/03/1999	Teicher et al.			
<i>AB</i>	AE	5,790,643	08/04/1998	Gordon et al.			
	AF	5,765,143	06/09/1998	Sheldon et al.			

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

<i>AB</i>	CA	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48, 1998.
	CB	Rossi, Delorgio, & Kantor; "Making Sense of Scanner Data," Harvard Business Review, Reprint F00205, 2000.
	CC	"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas," dated December 8, 1995.
<i>AB</i>	CD	Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, P. 4-11

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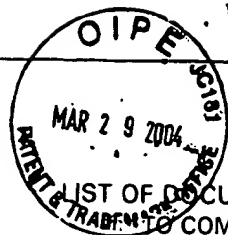
GROUP 3600

EXAMINER

DATE CONSIDERED

8/16/05

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U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.
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VALENTINE

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U.S. PATENT DOCUMENTS

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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

BA	Alan L. Montgomery and Peter R. Rossi, "Estimating Price Elasticities with Theory-Based Priors," Journal of Marketing Research Vol. XXXVI, November 1999 (pp 413-423).
BB	Boatwright, Peter et al., "Account-Level Modeling for Trade Promotion: An Application of a Constrained Parameter Hierarchical Model," Journal of the American Statistical Association, Vol. 94, No. 448, December 1999 (pp 1063-1073).
BC	Alan L. Montgomery, "Creating Micro-Marketing Pricing Strategies Using Supermarket Scanner Data," Marketing Science, Vol. 16, No. 4, 1997 (pp 315-337).
BD	Robert C. Blattberg and Edward I. George, "Shrinkage Estimation of Price and Promotional Elasticities: Seemingly Unrelated Equations," Journal of the American Statistical Association, Vol. 86, No. 414, June 1991 (pp 304-315)
BE	Arnold Zellner, "On Assessing Prior Distribution sand Bayesian Regression Analysis With G-Prior Distributions," Elsevier Science Publishers, 1986 (pp 233-243)
BF	D.V. Lindley and A.F.M. Smith, "Bayes Estimates for the Linear Model," University College, December 1971.
BG	George C. Tiao and Arnold Zellner, "On the Bayesian Estimation of Multivariate Regression," University of Wisconsin, January 1964.
BH	Arnold Zellner, "An Efficient Method of Estimating Seemingly Unrelated Regressions and Tests for Aggregation Bias," University of Wisconsin, June 1962.

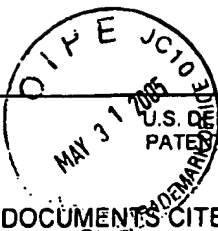
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						FILING DATE 12/20/00	GROUP 2161	
U.S. PATENT DOCUMENTS								
EXAMINER INITIALS		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE	
	AA	6,725,208	04/20/2004	Hartman et al.				
OTHER DOCUMENTS (<i>Including Author, Title, Date, Pertinent Pages, Etc.</i>)								
	BA	A.F.M. Smith, "A General Bayesian Linear Model," University of Oxford, April 1972.						
EXAMINER					DATE CONSIDERED			
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DB	AA	6,697,824	02/24/04	Bowman-Amuah			
DB	AB	6,202,070	03/13/01	Nguyen et al.			
DB	AC	5,694,551	12/02/97	Doyle et al.			

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DB	BA	Scherage, Dan, "You Do the Math," Chain Store Age, v76, n7, July 2000.						
DB	BB	"Gymboree Enhances Price Management," Retail Systems Alert, Volume 13, Number 6, June 2000.						
DB	BC	Binkley, James K.; Connor, John M., "Grocery Market Pricing and the New Competitive Environment." Journal of Retailing, v74, n2, Summer 1998.						

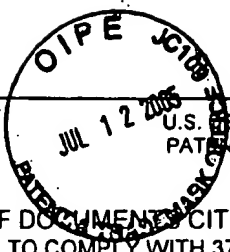
EXAMINER

Donald L. Greene

DATE CONSIDERED

8/16/05

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U.S. PATENT DOCUMENTS

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W	AA	5,212,791	05/18/93	Damian et al.			
1	AB	4,744,026	05/10/88	Vanderbei			
1	AC	3,017,610	01/16/62	Auerbach et al.			

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

1088	BA	Flanagan, David, "Javascript: The Definitive Guide, 3 rd Edition," published by O'Reilly in June 1998 (ISBN 1-56592-392-8) section 14.8.						
	BB	Berners-Lee, T., "Hypertext Markup Language 2.0 Working Paper," Nov 1995 (pages 1-3).						
	BC	Tellis, Gerard J., and Fred S. Zufryden, "Tackling the Retailer Decision Maze: Which Brands to Discount, How Much, When and Why," Marketing Science, Vol. 1, No. 34, 1995 (pages 271-299).						
	BD	Abraham, Magid M. and Leonard M. Lodish, "Promoter: An Automated Promotion Evaluation System," Marketing Science, Vol. 6, No. 2, 1987 (p. 101-123).						
	BE	Little, John D. C., "Brandaid: A Marketing-Mix Model, Part 1: Structure," Operations Research, Vol. 23, No. 4, July-August 1975 (p. 628-655).						
1088	BF	Cerf, Vinton G. and Robert E. Kahn, "A Protocol for Packet Network Interconnection," IEEE Transactions on Communications COM-22, May 1974, (p. 637-648).						

EXAMINER

David L. Greene

DATE CONSIDERED

8/16/05

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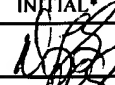
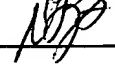
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2161

U.S. PATENT DOCUMENTS

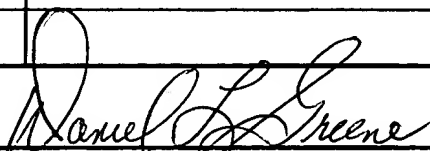
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA	6,546,387	04/08/03	Triggs			
	AB	6,405,175	06/11/02	Ng			

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER



DATE CONSIDERED

8/16/05

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

DOCKETING

TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT

In re application of:	SUZANNE VALENTINE ET AL
Serial No.:	087442472
Filed:	12/20/00
Atty Docket:	DEM1P002
Title:	IMPUTED VARIABLE GENERATOR

Assistant Commissioner for Patents
Washington, D.C. 20231

Attached hereto is Form PTO-1449A/P'to listing documents believed relevant to the subject application. It is respectfully requested that the Examiner review the information disclosed herein in detail, independently evaluate each item carefully in the consideration of the pending claims and return an initialed copy of each form to the undersigned.

This disclosure statement should not be construed as a representation that a search has been made, that no other material information as defined in 37 C.F.R. § 1.56(a) exists, or as an admission that the information cited in the statement is, or is considered to be, material to patentability as defined in 37 CFR § 1.56(b) or is available as a reference under 35 U.S.C. § 102 *et seq.* Applicant reserves the right to swear behind or otherwise disprove the alleged "prior" nature of any art cited should the facts support and the situation warrant such an action.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97 and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the examiner considers otherwise, it is respectfully requested that the undersigned be called so that any deficiencies can be remedied.

A copy of each document is enclosed. Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

EXPRESS MAIL LABEL NUMBER: EL 767218729 US

Date of Deposit: May 29, 2001

I hereby certify that this paper is being deposited with the U.S. Postal Service Express Mail Post Office to Addressee Service under 37 C.F.R. § 1.10 on the date shown above and is addressed to Box _____, Assistant Commissioner for Patents, Washington, D.C. 20231.

Respectfully submitted,



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Approved for use through 10/31/2002 OMB 0651-0031
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[illegible]

Examiner Signature	<i>Wendy L. Green</i>	Date Considered	8/16/05
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¹Unique citation designation number. ²See attached Kinds of U.S. Patent Documents. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST. 3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

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Received 5/29/01
WJS

Substitute for form 1462A/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	09742472
		Filing Date	12/20/00
		First Named Inventor	SUZANNE VALENTINE
		Group Art Unit	
		Examiner Name	
Sheet 2 of 2	Attorney Cocket Number	DEM1P002	

OTHER PRIOR ART-NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No.	Include name of the author (in CAPITAL LETTERS); title of the article (when appropriate); title of the book (book, magazine, journal, serial, symposium, catalog, etc.); date, page(s); volume/issue number(s); publisher, city and/or country where published.	†
WJS	BA	ROSSI, DELURGIO, & KANTOR, "MAKING SENSE OF SCANNER DATA," HARVARD BUSINESS REVIEW, REPRINT F00305	
	BB	BUCKLIN & GUPTA, "BRAND CHOICE, PURCHASE INCIDENCE, AND SEGMENTATION: AN INTEGRATED MODELING APPROACH," JOURNAL OF MARKETING RESEARCH, MAY 1992, PP. 201-215, VOL. XXIX	
	BC	SMITH, MATHUR, & KOHN, "BAYESIAN SEMIPARAMETRIC REGRESSION: AN EXPOSITION AND APPLICATION TO PRINT ADVERTISING," JANUARY 3, 1997, AUSTRALIAN GRADUATE SCHOOL OF MANAGEMENT, UNIVERSITY OF NEW SOUTH WALES, SYDNEY 2052, AUSTRALIA	
	BD	BLATTBERG AND DEIGHTON, "MANAGE MARKETING BY THE CUSTOMER EQUITY," HARVARD BUSINESS REVIEW, JULY-AUGUST 1996, PP. 136-144	
	BE	CHRISTEN, GUPTA, PORTER, STAELIN, & WITTING, "USING MARKET-LEVEL DATA TO UNDERSTAND THE EFFECTIVENESS OF PROMOTIONAL ACTIVITIES," DECEMBER 22, 1995	
	BF	LINK, "ARE AGGREGATE SCANNER DATA MODELS BIASED?," JOURNAL OF ADVERTISING RESEARCH, SEPTEMBER/OCTOBER 1995, PP. RC8-RC12, ANF	
	BG	RUSSELL & KAMAKURA, "UNDERSTANDING BRAND COMPETITION USING MICRO AND MACRO SCANNER DATA," JOURNAL OF MARKETING RESEARCH, VOL. XXXI (MAY 1994), PP. 269-302	
	BH	JONES, "THE DOUBLE JEOPARDY OF SALES PROMOTIONS," HARVARD BUSINESS REVIEW, SEPTEMBER-OCTOBER 1999, PP. 145-152	
WJS	BI	BUZZELL, QUELCH, & SALMON, "THE COSTLY BARGAIN OF TRADE PROMOTION," HARVARD BUSINESS REVIEW, REPRINT 90201, MARCH/APRIL 1990, PP. 1-9	
	BJ	CURRY, DIVAKAR, MATHUR, & WHITEMAN, "SVAR AS A CATEGORY MANAGEMENT TOOL: AN ILLUSTRATION AND COMPARISON WITH ALTERNATIVE TECHNIQUES," JOURNAL OF FORECASTING, VOL. 14, ISS NO. 3 (1995), PP. 181-199	

Examiner Signature	<i>Donald L. Greene</i>	Date Considered	8/16/05
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